

**FIRST 5
CALIFORNIA CHILDREN AND FAMILIES COMMISSION
FEBRUARY 2003 COMMISSION MEETING**

BURBANK, CA

February 20-21, 2003

HIGHLIGHTS

Thursday, February 20, 2003

1. Call to Order

The monthly meeting of the California Children and Families Commission was called to order by Vice Chair Kim Belshé at 9:15 a.m.

2. Roll Call

Commissioners in attendance: Vice Chair Kim Belshé, Sandra Gutierrez, Lou Vismara, Elizabeth Rice-Grossman, Karen Hill-Scott, Ex-Officio Genie Chough, and Chairman Rob Reiner.

Commissioner Karen Hill-Scott announced her resignation from the Commission and that this would be her last day attending in her capacity as a member of the Commission. Her numerous accomplishments were acknowledged by Chairman Reiner.

3. Approval of Minutes – January 16, 2003

The minutes for the January 16, 2003 Commission meeting were discussed. Commissioners expressed their desire for the minutes to be specific enough to provide a feel for the flow, content, and context of the meeting. Staff was asked to make some technical corrections and add more detailed information to the January 16th minutes, which were approved unanimously.

4. Kit for New Parents Language Adaptation

Nicole Kasabian-Evans requested \$2.2 million to contract with tmd group, inc. to develop the Kit for New Parents in the Chinese, Vietnamese and Korean languages for the period of March 2003 to March 2005.

At the October 2002 Commission meeting, Commissioners provided staff with the authorization to release a Request for Proposals (RFP) to adapt the Kit for New Parents in Chinese (both Cantonese and Mandarin dialects), Vietnamese and Korean. The RFP was released in November 2002 and proposals were received in January 2003.

After conducting a competitive bid process, tmd group, inc. was selected as the winning proposer. The contractor has assembled a team of subcontractors to assist with assessing, testing and developing the Kit for New Parents in Chinese, Korean and Vietnamese:

Paragon Language Services - Translation
Lan Do & Associates - Back Translation
Media 360 - Video Production
Valdez & Associates - Focus Groups
R. Taubinger Consultancy - Distribution Plan
Drawing Board Studios - Graphic Design
Lazarone Photography - Photographer

The scope of work outlined in the RFP included the following key components:

- Assess, test and develop the Kit for New Parents in Chinese, Korean and Vietnamese. Work requires the contractor to:
 - o Assess Kit materials, providing recommendations on how to adapt each of the materials for each language/cultural group. The assessment should address:
 - ? Appropriate content from a cultural perspective
 - ? Appropriate formats for materials to be most responsive from a linguistic and cultural perspective
 - ? Design modifications to the materials to ensure the look and feel of the materials are responsive to the target populations
 - ? How the recommendations have been reviewed by content experts and community leaders
 - ? Identification of an appropriate baby book
 - ? Timeline for completion
 - o Develop linguistically and culturally appropriate materials that reflect the aforementioned assessment.
 - o Conduct focus group testing and peer reviews of all materials with community members and content experts.
 - o Provide an English back translation from an independent source of all materials for review and approval.
 - o Provide recommended quantities in each language and with a distribution strategy to ensure the Kits reach the targeted communities.
 - o Provide camera-ready artwork and/or electronic files of all approved print materials and master tapes of all approved video production. The successful bidder should expect to oversee all aspects of the production process for all printed materials.
- On an ongoing basis, the contractor may be asked to provide CCFC with advice and assistance on other translation needs, including ongoing Kit content modifications.

The Commission approved the contractor and the estimated budget and requested that staff return with more finalized budget information once staff has negotiated the final contract with tmd group, inc.

5. Purpose, Context, and Overview of Planning Session

The planning session portion of the meeting was opened by Executive Director Jane Henderson, who reviewed the key accomplishments of the State and local commissions as a prelude to the discussions of the next day and a half:

To improve the Early Care and Education of our young children:

- We have over 110-school readiness programs in process in over 40 counties to-date. We hope to have the remaining sites and counties approved by 2004. The School Readiness Initiative is being implemented in communities where over 800,000 million children ages 0-5 reside, the majority of which are Latino.
- We have assisted through our retention/incentive program, partnering with county commissions, of helping over early care and education professionals remain in this critical field and improve their professional development to ensure high quality care around the state. In 2001-02 alone over 13,000 people participated in the program
- We invested in the Early Steps to Reading Success program that provided training to over 71,000 parents and providers through innovative means of video conferencing and hands on training.
- We are providing training and technical assistance to 370 Child Development Centers and 900 families care providers to become accredited.

To address children's health issues:

- We financed the expansion of the Early Mental Health Initiative that in 2001-02 provided or facilitated services for over 4,000 children and their families.
- We financed the Childhood Asthma Demonstration Project that is testing new and innovative services to help diagnose and manage asthma in children 0-5.
- We have implemented the Health Linkages program to provide child health care consultative services in 21 counties to child care facilities and providers.
- We have supplemented the California Smoker's Help line to assist in counseling to provide tobacco cessation services to parents and caregivers of young children.

To address the need for Parent and Community Education:

- We have implemented an award winning media campaign that has reached over 99 percent of the target audiences for TV and over 77 percent for radio for both general market as well as our Spanish language audiences.
- There is now a 75 percent recall in the general public of the importance of the early years.
- We have in place agreements with over 150 community organizations to complete the outreach strategy of media, free media, and community outreach to ensure that the message of the importance of the early years is being reinforced through all means of communication.

- We have distributed over 550,000 thousand New Parent Kits – we are also in the process of procuring a new vendor for distribution, as well as creating the Kit in Asian languages.

The Commission has also played a role in major policy:

- We assisted in the crafting of the Pre-K portion of the state’s Master Plan for Education, which is serving, and will serve, as the foundation for many major policy changes in California. In fact, the Legislature has introduced a School Readiness Omnibus Bill to implement the major recommendations from the report.
- We were major sponsors of the family leave bill that was signed into law last year.

County Commissions address local needs:

- Our county partners have implemented a vast array of services and supports to families and young children in their communities that did not exist before Proposition 10. Looking at the annual report provides a summary of these local solutions for local needs. Many of our county Commission are also driving local and state policy around the expansion of health coverage to children that do not currently qualify for other publicly funded programs as well as looking at how to play a role in the move to provide universal pre- school programs to children in their communities.

Accountability:

- We have in place a very comprehensive evaluation system that will allow us to look at the impact of Proposition 10 statewide. In the coming years we will have much more data and information to gage the impact of Proposition 10 statewide.

As we look forward over the next two days, we will be furthering the vision of Proposition 10 by:

- Implementing our focus areas:
 - Oral Health
 - Children with Disabilities and Special Needs and Mental Health
 - Informal Care
 - Migrant and Seasonal Farm workers
- Continued rollout of our School Readiness Initiative.
- The next phase of our media campaign.
- The next phase of advocacy and public engagement.
- The development of potential new initiatives.
- Development of our Research Agenda.

We have challenges facing us as well:

- The State Budget and the diminishing of the basic infrastructures for children’s programs.
- The issue of “backfill” vs. “no backfill”.
- The need to look at current dollars to invest for future needs.
- The ultimate effect of the Tobacco Tax increase on revenues.
- All of our work is also based on the growing diversity of Californians.

Dr. Henderson and Chief Deputy Director Joe Munso then led Commissioners through a review of the Commission's Draft Strategic Plan for 2003-06.

6. California Children & Families Association

Mark Friedman, President of the CCAFA, presented recommendations for the Commission's consideration in setting investment priorities for the next three years. Stating that a robust state-county partnership is the key to success of First 5 programs, Mr. Friedman recommended the following on behalf of CCAFA:

- **School Readiness Initiative**
 - The School Readiness Initiative is the statewide priority for CCAFA. This initiative, through which more than 100 sites are currently in operation, represents a successful model of state-local partnership that builds on local strategy development, local partnerships, state guidelines, and statewideness.
 - Several continuing and emerging issues are related to the School Readiness Initiative:
 - Potential changes in state child care system point to the need for greater focus on quality of child care.
 - Usage of informal child care is likely to increase with fiscal cutbacks.
 - Growing county interest in universal access to preschool initiatives.
 - Lack of a stable, trained workforce looms large.
 - Lack of facilities remains a major barrier in almost every county.
 - Continued base School Readiness funding is essential to maintaining strong local partnerships.
- **Access to Health Care.** Counties have:
 - Need for ongoing technical assistance and support to promote the development of county-wide universal health initiatives.
 - Interest in strategies to improve access to health care, even short of universal coverage, for all children.
 - Strong support for continued early mental health funding, special needs initiative, and continued state-local partnership to improve child oral health.
- **Family Support**
 - Strength-based family support strategies are key components of many county plans. Counties support the State Commission's continued partnership with private funders to promote and enhance family support strategies.
 - CCAFA also supports implementation of a statewide 2-1-1 information and referral system that maximizes its value to families of young children.
- **Migrant and Seasonal Farm Worker Families**
 - Families who rely on seasonal farm work live in nearly every county.
 - CCAFA supports immediate development of this priority area to address the specific needs of these families.
 - County commissions want to assist in the development of this initiative and offered their local expertise.

- Kit for New Parents
 - Counties have made excellent use of the Kit for New Parents. The tremendous take-up rate reflects well on the joint efforts of state and local commissions.
 - County commissions hope for continued improvement in coordination to assure a steady supply of Kits and complementary use of state and local resources.
- Advocacy and Outreach
 - State and local commissions are working together to protect and extend the Proposition 10 vision. Both bring tremendous strengths to the advocacy table.
 - CCAFA supports joint efforts to “tell the First 5 story.”
 - County commissions hope for ongoing coordination in education efforts, materials development, and outreach.
- Maintaining the Proposition 10 Vision
 - County commissions appreciate the current State Commission support for small population counties. CCAFA will work with the State Commission to find ways to continue support for small counties.
- Growing Partnership Between CCFC and CCAFA
 - The working relationship between the State Commission and CCAFA has proven to be highly productive.
 - CCAFA is currently planning for the new State Commission-funded regional technical assistance program.
 - CCAFA hopes to continue to be of help in overcoming state staffing and contracting barriers to move the mutual agenda forward.

Commissioners agreed that the close state and local commission relationship must continue to put in place programs that can be built on when the state’s economy improves.

Donita Stromgren, representing the California Child Care Resource and Referral Network, reported during public comment that 443,000 children in child care will be affected by job cuts in child development programs that will be effective July 1 (pink slips are expected to go out on March 15).

7. Current Investments and Fiscal Status

Chief Deputy Director Joe Munso presented information regarding the Commission’s potential financial condition through fiscal year 2008-09, with a major focus of the discussion centering on a proposed new tobacco tax, which is currently proposed at \$1.10 commencing in 2003-04. A summary of current investments and projected revenues was also presented and discussed.

8. Vision Statement and Goals of the Draft Strategic Plan

The following “School Readiness Vision Statement” and “Goals for Achieving the School Readiness Vision” were unanimously adopted by the Commission:

Vision: All young children in the State of California enter school physically and emotionally healthy, learning and ready to achieve their greatest potential.

Goals:

1. Early Childhood Learning and Education: Increase the quality of an access to early learning and education for young children aged 0-5.
2. Early Childhood Health: Promote the prevention, early identification of and intervention in health and development issues.
3. Parent and Community Education: Provide information and tools to parents, families and communities on the importance of early learning experiences for children 0-5 and their families.
4. Tobacco Cessation: Contribute to the decrease in the use of tobacco products by pregnant women, parents and caregivers of young children.

9. Objectives and Strategies of Draft Strategic Plan

Commissioners were presented with the following “Objectives” associated with the “Goals” (above) from the Draft Strategic Plan:

- 1.1 Increase early literacy
- 1.2 Improve the quality of caregiving through training, development and retention
- 1.3 Expand education and care services for children with special needs
- 1.4 Establish a network of school readiness programs and centers in all 58 counties
- 1.5 Support the development of a statewide system which provides universal access to preschool
- 2.1 Increase the quality of and access to early and periodic health and developmental assessments to improve the early identification of and intervention for children with disabilities and special needs, including social-emotional needs
- 2.2 Promote oral health and prevent the incidence of early childhood caries
- 2.3 Improve the quality of health services for young children through training of professionals and para-professionals
- 2.4 Increase access to quality health services for children 0-5
- 3.1 Improve the quality of and access to parent education
- 3.2 Implement and manage a community education program
- 4.1 Educate pregnant women, parents and caregivers on the dangers of smoking and second-hand smoke
- 4.2 Increase tobacco cessation services to pregnant women, parents and caregivers

Proposed strategies (in the areas of programs, primary and applied research, media and public education, and advocacy) for achieving these objectives were also discussed and will be refined, based on direction provided by the Commission. (The draft strategies can be reviewed/downloaded from the Commission’s website at www.ccfc.ca.gov.)

Commissioners' key comments on these objectives and strategies included the following:

- Establishing a network of school readiness programs and centers in all 58 counties (Objective 1.4) is clearly the current major policy area for First 5. We bring unique assets in this area. Advocacy goes beyond legislation; it could also involve community organizing to advance the issues.
- Supporting the development of a statewide system which provides universal access to preschool (Objective 1.5) is an area in which advocacy can be done through media and public education, and through which other funds (e.g., foundations) could be leveraged. Executive Director Jane Henderson reported that she is meeting monthly with foundations on universal preschool, and that the State Commission is sponsoring a universal preschool "summit" in April and will issue a full report at the end of this year.
- Increasing the quality of and access to early and periodic health and developmental assessments (Objective 2.1) should be supported through outreach and education efforts. Many young children are eligible for the Healthy Families Program and a role of First 5 could be to help them get enrolled in comprehensive access to care.
- Promoting oral health (Objective 2.2) is an area in which significant statutory and regulatory barriers impede access. The Commission should actively monitor legislation and watch for opportunities to lend its voice.
- Increasing access to quality health services for children 0-5 (Objective 2.4) is an area in which the Commission has an opportunity to provide leadership on the broader issue of enrollment and access to comprehensive health care.
- Improving the quality of and access to parent education (Objective 3.1) serves as advocacy in and of itself.
- Implementing and managing a community education program to promote the importance of quality early care and education (Objective 3.2) could shape a grass roots advocacy agenda.

10. Adjourn Day One – Planning Session – The meeting was adjourned at 3:00 p.m.

Friday, February 21, 2003

1. Call to Order

The second day of the California Children and Families Commission was called to order by Chairman Rob Reiner at 9:15 a.m.

2. Roll Call

Commissioners in attendance: Vice Chair Kim Belshé, Sandra Gutierrez, Lou Vismara, Elizabeth Rice-Grossman, Ex-Officio Genie Chough, and Chairman Rob Reiner

3. Open Day Two of Planning Session

4. Current Strategies Scheduled to End by Early 2004

The Commission discussed continuance/discontinuance of current programs and strategies funded by the Commission that are scheduled to end this fiscal year or during the early part of Fiscal Year 2003-04.

Matching Funds for Retention Incentives for Early Care and Education Providers

The Commission approved \$19 million total for two years to continue this project and related technical assistance, data analysis, and other project supports until the final three-year study (conducted by Policy Analysis for California Education) is received and analyzed. The primary research questions are: (1) what is the differential impact of particular retention-incentive strategies on retention and professional development of early childhood education providers; and (2) how does the implementation process affect the outcomes for particular strategies? During its first two years over 3,000 family child care home staff and over 16,000 center staff in 42 counties have received training, stipends or other benefits through this project. The Commissioners stated their intent that the project be reconfigured to include more participation in School Readiness Initiative eligible communities (those that have elementary schools in deciles 1-3 on the Academic Performance Index); in areas with a low supply of licensed providers; and among Family Child Care Home staff. The Commissioners also indicated that more effective outreach strategies need to be employed to recruit more entry level staff into the project.

Child Development Permit Project

The Commission approved \$1 million total for two years to continue this project in conjunction with the Matching Funds for Retention Incentives for Early Care and Education Providers project. The Permit Project funds permit fees and related expensed for those participating in retention/compensation incentive programs and others to obtain a Child Development Permit through the California Commission on Teacher Credentialing. During the first eight months of the current contract, the Child Development Training Consortium at Yosemite Community College processed approximately 900 permit applications. This project will be reconfigured to align with the priorities of the Matching Funds for Retention Incentives for Early Care and Education Providers project, described above.

Technical Assistance for School Readiness Programs

The development of a long-term technical assistance strategy will support the continuous improvement and sustainability of the First 5 School Readiness Initiative. As the Initiative is implemented by all 58 county commissions, an expanded base of technical assistance providers will provide training and a learning network around promising/effective practices and will coordinate with Regional Technical Assistance, Focus Area training, and other technical assistance activities in support of the School Readiness Initiative. The Commission approved \$3.8M over three years beginning in 2004.

California Health Interview Survey (CHIS) 2003

Proposed term of project: 7/1/2003- 6/30/2005
Amount requested: \$2,200,000

First 5 staff presented a recommendation to the Commission for consideration of funding CHIS 2003 either as a continuation of the CHIS 2001 project or as a new project funded from the \$5 million research fund. CHIS 2003 includes a survey of approximately 7,000 parents/primary caregivers of children 0 to 5 years old. The CHIS 2003 survey data will provide information on key measures of health and well being for California' children (0-5 years), and on patterns and disparities in these measures due to family, social, and environmental contexts. Having access to this data would be beneficial as the First 5 Commission develops and implements school readiness programs and the four focus areas. In addition, the CHIS data will be used to support our statewide evaluation efforts by providing population based data. Other benefits include the opportunity to track these indicators over time (every two years) allowing us to identify trends in the health status of California's youngest children and to collect data on the New Kit for Parents. The Commission requested further information on the type of information received from the CHIS 2001 and how the data is being used. The Commission also requested a more detailed description of how the 2003 data would enhance and support our school readiness and focus areas goals. The CHIS 2003 proposal will be brought back to the Commission in March 2003.

Early Steps to Reading Success

In two and one-half years this program has provided early literacy training to over 10,700 child development center and family child care home staff, through *HeadsUp!* Reading, a course developed by the National Head Start organization and delivered by the California Association for the Education of Young Children, and UC's Reading Professional Development Institutes. Furthermore, over 50,000 families participated in early literacy education sponsored by trained early childhood education staff. The Commission acknowledged that early literacy is crucial to later school success and that this project had a very extensive reach. However, due to a number of budgetary, administrative, and programmatic factors, the program will not be continued in its current configuration. Final program evaluation data will offer useful information for future state or local early literacy programs. Staff recommended that future funding for quality early care and education projects be combined in a comprehensive approach that is coordinated with the School Readiness Initiative. At a future date staff will make a recommendation for transition to a comprehensive, coordinated program quality approach.

Accreditation

The Commission is conducting this program in partnership with the California Department of Education and with General Fund matching dollars to provide stipends, incentives, and intensive consultation and training to 370 child care center staff and approximately 900 family child care providers to prepare for accreditation by the National Association for the Education of Young Children or the National Association for Family Child Care Foundation. The California Association for the Education of Young Children is providing support to the providers through training sessions, web-based communication, and

individual consultation. This project was funded as a one-time partnership effort to support a particular cohort of providers; it will not be continued in its current form. Program evaluation data to be provided in approximately 18 months, will offer useful information for future state or local site accreditation programs. As indicated above, staff recommended that future funding for quality early care and education projects be combined in a comprehensive approach that is coordinated with the School Readiness Initiative. At a future date staff will make a recommendation for transition to a comprehensive, coordinated program quality approach.

Make Yours a Fresh Start Family Demonstration Project

To date, the American Cancer Society has trained approximately 600 health care providers on effective tobacco cessation counseling. In turn, these providers have counseled 5,000 pregnant women and parents of young children. This project was approved as a one-time demonstration project and will not be continued beyond the current contract. Program evaluation findings from the project will be considered in strengthening the Commission's tobacco control efforts and the findings will be shared with County Commissions and others to inform their local tobacco control strategies.

Training and Retaining Early Care and Education Providers

This project, implemented by Policy Analysis for California Education (PACE), consists of two components. The first component is a demonstration project that funds six training models, located throughout California. Although the training projects differ in program design, they all aim to:

- Recruit more individuals into the early care and education (ECE) field;
- Increase the graduation rate from quality training programs;
- Boost the retention of qualified providers in order to stabilize the child-care workforce; and
- Increase the number of teachers or providers working with underserved populations, including children whose primary language is not English, infants, and children with disabilities and other special needs, in regions of the state with comparatively low numbers of licensed child-care programs.

As of June 2002, the six training projects had recruited 3,197 participants. These trainees are taking college courses and engaging in training, moving towards applying for a Child Development Permit or a family child-care license. Among 1,614 participants who had enrolled by February 2002, 129 participants received a first-time, renewal, or upgrade Child Development Permit; 186 participants had applied for or attained a Family Child Care license, and 20 had started a business. All training programs offered employment assistance services to participants.

In a second component, PACE is working in three Bay Area counties to evaluate efforts to retain and increase the training levels of early care and education staff, using both qualitative assessment of programs and quantitative measurements of effects on participant professional development and retention rates. The PACE evaluation of both components will inform recommendations about how to construct a stronger regional or statewide system of training and retention.

The Commission will not provide future funding to continue the two project components in their current form. The evaluation of the Bay Area compensation and retention incentives strategies is now continued, in part, through the larger evaluation of the Matching Funds for Retention Incentives Project. The other component of this contract, the six Training Model programs, produced worthwhile results in training participants and to some degree in recruiting new trainees in underserved areas for the early childhood development field. Evaluation findings will provide some insight into program elements that foster recruitment, training and retention. Staff recommended accomplishing this work through the Matching Funds for Retention Incentives Project and the School Readiness Initiative.

The Commission voted unanimously to continue funding for the Matching Funds for Retention Incentives program, the Child Development Permit Project, and Technical Assistance for School Readiness.

5. Future Investment Opportunities

Various new investment concepts were presented and discussed by the Commission, including, but not limited to, the following:

- State Budget Assistance – Following up on the Commission’s request made during the January 16 Commission meeting to look at a role First 5 could play in mitigating the effects of the state budget deficit on young children and their families, Chief Deputy Director Joe Munso presented several options for discussion:
 - Unexpended funds (\$14.5 million) from the State Commission’s “administrative” account could be used to assist with state programs that further the goals of Proposition 10, as long as they are not used to supplant existing funding or service levels currently funded with General Fund dollars.
 - New initiatives (in a funding amount of \$60 million total over three years, which could be matched by county commissions) were also discussed:
 - Preschool for All (Universal Preschool)
 - Health Access
 - School Readiness Enhancements

These are programs that would help mitigate the effects of the potential reductions to services for young children and their families and would clearly not be supplanting current General Fund dollars.

Commissioners directed staff to further look at Preschool for All and Health Access issues.

- A possible \$3 million investment over three years with the Packard Foundation on child care facilities was also discussed. The ABCD (Affordable Buildings for Children’s Development) program is seeking a total of \$72 million from foundations and other funders. The purpose of ABCD Connections is to assist a diverse cross-section of local child care providers in becoming knowledgeable

about the financing, construction and management of child care facilities in diverse and underserved settings; to help the community development sector understand the need for child care facilities; and to bring developers and providers together to plan and construct cost-effective child care and development facilities, including overcoming barriers such as restrictive zoning regulations and land use policies. The overall goal of ABCD is to provide 15,000 new child care spaces over 3-5 years.

The Commission is expected to take action on funding for new initiatives at a future date.

6. Summary and Next Steps for Strategic Plan Development

Commission staff will continue to refine the Draft Strategic Plan and will present the final Plan for Commission approval at the July meeting.

7. Commission Meeting Calendar for 2003 and 2004

Following the spirit of the Budget Letter from the Department of Finance that all boards, commissions and advisory committees reduce their meeting schedule to one meeting per year, staff presented a proposed a reduced meeting calendar for the remainder of Calendar year 2003 and a proposed reduced schedule for Calendar year 2004. For 2003, meetings were proposed to be held in March, July, and October. For 2004, meetings were proposed for January, May, July, and October.

A brief discussion ensued regarding potential obstacles and benefits associated with a reduced meeting calendar. Commissioner Gutierrez requested that a presentation on the Governor's proposal on child care realignment be made at the March meeting. Action on these proposed meeting calendars will be taken at the March meeting.

8. Adjournment – The meeting was adjourned at 12:25 p.m.